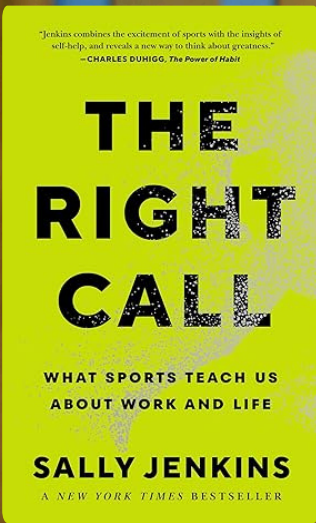


84th Tennessee Municipal League Annual Conference

Knoxville Convention Center, July 20 - 23, 2024



SALLY JENKINS

American Sports Columnist and Feature Writer for The Washington Post

THE SEVEN FACTORS OF HIGH PERFORMING LEADERS

Award-winning sports writer Sally Jenkins has spent her entire adult life observing and writing about great coaches and athletes. Her latest book: *The Right Call: What Sports Teaches us About Work and Life*, explores the astonishing inner qualities in these same people that pushed them to overcome pressure, elevate their performances, and discover champion identities.

Based on years of observing, interviewing, and analyzing elite coaches and playmakers, such as Bill Belichick, Pat Summitt, Peyton Manning, Michael Phelps, and more, Jenkins has discovered the seven principles behind their success: Conditioning, Practice, Discipline, Candor, Culture, Resilience, and Intention. As the keynote speaker for the 84th TML Annual Conference, slated for July 20 - 23 in Knoxville, she will explore these qualities and share how you can apply these same principles to your life.

She is the author of 12 books, four of which were *New York Times* bestsellers, most notably *No. 1 Sum It Up: 1098 Victories*, *A Couple of Irrelevant Losses* and *A Life In Perspective* with legendary basketball coach Pat Summitt and *It's Not About the Bike* with Lance Armstrong.

AI and Municipal Governments with Google

With talk of artificial intelligence dominating much of the conversation around tech, local governments of all shapes and sizes are weighing the risks and benefits of employing AI to improve services, streamline data, and engage with the public. A panel of experts from the tech sector will explore the various applications, and provide practical examples of how AI is already utilized to address real-world challenges that municipalities and state agencies face.



www.TML.com

Schedule At-A-Glance

FRIDAY, JULY 19

9 am – 5 pm

- MTAS Elected Officials Academy

SATURDAY, JULY 20

9 am – 5 pm

- MTAS Elected Officials Academy

12 – 4 pm

- Registration Open

1 – 4:30 pm

- CMFO & Utility Board Training Workshops (Set of 3)

5 - 11 pm

- Hospitality Suite Open

SUNDAY, JULY 21

7:30 am

- Golf Tournament

7:45 - 9:45 am

- Black Elected Municipal Officials Breakfast

9 am – 5 pm

- Registration

9:30 am – 3:30 pm

- Exhibit Hall Open

10:30 – 11:30 am

- Concurrent Workshops (Set of 4)

11:30 am - 1:30 pm

Lunch in Exhibit Hall

11:30 am - 1:30 pm

- Women in Government Lunch

11:45 am – 1:45 pm

- J.R. Wauford Ice Cream in Exhibit Hall

11:15 - 2:15 pm

- Roundtable Discussions in Exhibit Hall

2:30 – 3:15 pm

- District Meetings

3:30 - 5 pm

- Opening General Session

5 - 11 pm

- Hospitality Suite Open

6 - 8 pm

- Host City Reception

MONDAY, JULY 22

7:15 – 8 am

- Breakfast

8 am – 3 pm

- Exhibit Hall Open

8:30 – 9:30 am

- Concurrent Workshops (Set of 4)

9:45 – 11 am

- Second General Session

11:15 am – 12 noon

- Business Meeting

- Installation of TML Board of Directors

12 – 1:30 pm

- Lunch

1 - 2:30 pm

- J.R. Wauford

1:30 – 2:30 pm

- Door prizes

2:45 - 3:45 pm

- Concurrent Workshops (Set of 3)

4 - 5 pm

- Concurrent Workshops (Set of 3)

6:30 - 11 pm

- PEP Rally featuring Burning Las Vegas

TUESDAY, JULY 23

8:00 – 10:30 am

- Awards Breakfast

Special Conference Happenings

Conference special events & networking opportunities

Sunday, July 21

- 3rd Annual Scholarship Golf Outing
- Black Elected Municipal Officials Breakfast
- Women in Municipal Government Lunch
- Roundtable Discussions
- District Meetings
- Host City Reception

Other Conference Events

Saturday, July 20 & Sunday July 21, 5 - 11 pm

- Hospitality Suites - Knoxville Marriott

Monday, July 22, 6 - 11 pm

- PEP Rally hosted by Public Entity Partners

Tuesday, July 23

- Annual Awards Breakfast

Dynamic Workshops Planned

Workshop Topics:

- Cybersecurity for Small Cities
- Conducting a Special Census
- Workforce Development
- Media Training
- Saving Money through LED Lighting Upgrades
- Mental Health and Police Departments Alternative Response
- Talkin' Trash - Landfills: Running out of Space
- How to Stop Fraud Before it Happens

CMFO / Utility Board Training Hours

Need some CMFO or Utility Board Member Training Hours?

Make plans to attend Saturday workshops!

Several conference sessions at TML's Annual Conference in Knoxville will meet the continuing education requirements for the Certified Municipal Finance Officers (CMFO) and Utility Board Member Training. Sessions will begin on Saturday and are included in the full registration fees. Other workshops scheduled for Sunday morning and throughout the day on Monday will also qualify for both CMFO and Utility Training hours. All sessions are opened to registered attendees. So make plans to arrive early so that you can enjoy all of the conference events.



**Conference registration to open May 1.
Watch your inbox for more conference information.**